

Montana WIC

Nutrition Program for Women, Infants and Children



Montana WIC Program
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WIC – Building Strong & Healthy Families

To: Authorized Retailers

From: Carrie Reynolds - Retail Services

Date: September 14, 2010

Subject: Food List & Materials Update effective October 1, 2010

This WIC packet includes the following items:

1. **Retailer Reference Manual** – Remove the old version from the yellow WIC binder and replace it with the updated manual. A major update includes the Application/Reauthorization Standards (page 6) which requires retailers to be authorized with the Supplemental Nutrition Assistance Program (SNAP). All stores renewing their WIC Memorandum of Understanding after October 1, 2010, will need to meet this criterion.
2. **Retailer Program Booklets** – This full color booklet will replace the yellow November 2009 Approved Food List effective October 1, 2010. The booklet combines the Food List and Redemption Guides with tips and information to help make WIC transactions go smoothly. Please use the information on the attached sheet to update your staff on the changes.
3. **Shelf Tags** – The enclosed shelf tags have been updated to include the new food items. The tags have been arranged by brand, to make it easier to locate the tags appropriate for your store. Please read the shelf tag note before hanging them and use the food list pages of the Retailer Booklet as a guide.
4. **Window/Door Decal** – Please place the decal in a highly visible location on or near the entrance to the store. WIC customers look for these decals to locate authorized WIC retailers. The old posters may be removed and discarded.
5. **Reported Program Abuse Forms** - To be used in place of the old forms to report redemption issues or suspected program abuse. If a WIC customer becomes verbally abusive while redeeming WIC benefits, use this form to report their behavior. WIC participants can be removed from the program for repeated violations, but please know that children are not removed from the program due to the action of their authorized representative or proxy. A different person is found to manage a child's benefits if problems persist.

Steps to be taken by October 1st:

1. Post the new "We accept WIC" decals and shelf tags.
2. Contact your distributor to find out if the new breads or tortillas are available in your area. See the chart on the back of this page for the UPC codes.
3. Train staff on changes to the food list, place Retailer Booklets at each cash register and discard the yellow November 2009 Approved Food Lists. Your bookkeeper will also need a copy of the booklet as it covers correction procedures for rejected benefits.
4. Replace the old Retailer Reference Manual and Reported Program Abuse Forms with the updated versions.
5. Let your Local Agency contact person know if you have any questions.
6. Contact the State WIC office if you need more materials.

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Additions to the Montana WIC Approved Food List

In the past year, two more bread items that meet WIC requirements have become available, as well as additional tortillas. The decision to remove Welch's and Tree Top juice from the Food List saved the program money, but caused stocking issues for some of our stores. Those items will be put back on the Food List in frozen, 64 ounce and 48-46 ounce sizes of plastic bottles. Some cold and hot breakfast cereals have been added as well as Adams peanut butter and some store brand juices. The table on the back details the changes, but please keep in mind that the items are not available for purchase with WIC benefits until October 1, 2010.

Category	Food Item	Brands Added	UPC code
Cheese	16 oz string cheese	Kraft	
Whole Grain	16 oz loaf bread	Franz 100% Whole Wheat Sara Lee Classic 100% Whole Wheat	7222000118 7294561103
	16 oz package tortillas	Guerrero – white corn & whole wheat Mission – whole wheat	4856406005 4856407107 7373107076
Juice	64 oz tomato	Albertsons, Campbell's, Western Family	
plastic bottle	64 oz vegetable	Albertsons, Great Value, Safeway, Western Family, V8	
	64 oz apple	Flavorite, Great Value, Tree Top	
	64 oz grape (purple & white)	Flavorite, Great Value, Welch's	
frozen	12-11.5 oz orange	Flavorite	
	12-11.5 oz apple	Tree Top	
	12-11.5 oz grape (purple & white)	Welch's	
plastic bottle	48-46 oz apple	Tree Top	
	48-46 oz grape (purple & white)	Welch's	
Peanut Butter	18-16 oz jar	Adams	
Breakfast Cereal - cold	Oats & More - Almond & Honey Crunch Honey Oats - Almond Honey Bunches of Oats – Cinnamon & Vanilla	Albertsons Great Value Post	
hot	12-11oz box Instant Oatmeal	Albertsons, Kroger	
	28-36oz box Hot Wheat Cereal	Great Value Quick Farina, Malt O Meal	